POLARR

DESIGN DEVELOPMENT

CONTEXT OVERVIEW

EVALUATION

CONCEPT

COLOR

LOGO

TYPE

DEV

+ −

EXTRA

VICTORIA FLORES | 2016

CONTEXT OVERVIEW

POLARR

Polarr is a startup that endeavors to advance and define the new frontier of photo capture in this our digital age. The team is passionate about exploring the fringe of technology in order to expand the use of the camera in our everyday and artistic lives. They seek to do this initially, through the use of design thinking to simplify problems that have been over complicated within photo editing. Furthermore, Polarr endeavors to apply new algorithms and optimizations (in AI, Graphics, and web) within products, making them more intuitive, fast and affordable.

Has at least fourteen well known companies for competition in the photo sphere.

Polarr encourages certain forms of photography (in order) :
Experimental, Subjective, Conceptual, and Functional.

Team :
  -Most values the team dynamic and people of the company.

  -(1 from the East coast, 1 in Japan, 1 in Brazil,1 from Canada, 2 from China, 1 from NorCal, 1 from SoCal, and 1 in Russia)

  -Sees the company internally as tech-y, resourceful, playful, and candid.

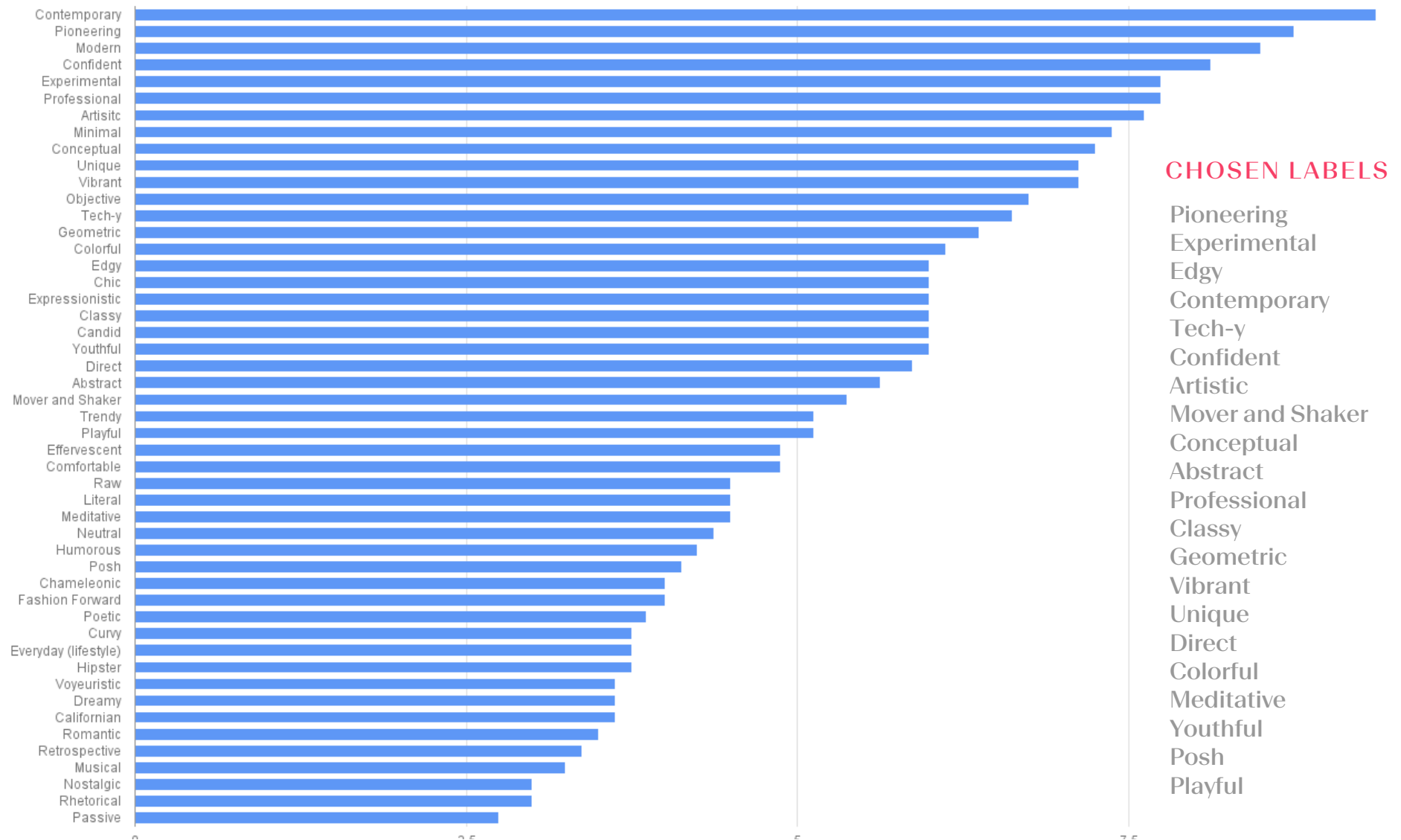 -Likes how the current company symbol stands out in the app store.

NAME CONNOTATION

polar coordinates
South/North Poles
polar opposites
Chinese word
polar with an accidental extra r
polar bears
polaroid photos
magnets
polarizing politics
polar molecules
energy
magnetic field
glass/mirror/reflection
drama
sharpness/acuity
polarized lenses
contrast
snow/ice/chill
Polaris (North Star)
Santa North Pole
whiteness
far reach of earth
expeditions
black and white

EVALUATION

Team members completed a survey on look and feel labels they
felt the company's branding and identity is or should reflect.

Everybody/Average rating vs. Keyword

CHOSEN LABELS

Pioneering
Experimental
Edgy
Contemporary
Tech-y
Confident
Artistic
Mover and Shaker
Conceptual
Abstract
Professional
Classy
Geometric
Vibrant
Unique
Direct
Colorful
Meditative
Youthful
Posh
Playful

CONCEPT

see what is not obvious

GOAL
For Polarr's identity to be simple, memorable, and versatile. Users are given visual liberty to interpret Polarr as they most see the company and/or its name. The identity should have this notion of exploration to help further the idea that Polarr represents the new frontier in photography in its ubiquity and furthered artistry.

MOTIF
Notion of a point of convergence (what is not obvious) to draw in or engage with the user.

FEEL
Pioneering, Artistic, Soft, Ethereal, Approachable, Vague Romantic Nostalgia

LOOK
Balanced, Geometric, Confident, Contemporary

CONCEPT
A spiral galaxy represents our explorable universe, and therefore Polarr's frontier. It has a bright center of convergence, but also has a form that references many connotations of Polarr nominally.

AFFORDANCE
Versatile geometries, implicit movement, overlays look neat but preserve coolness, lucky number in China, is open in the center (visually welcoming), indicates point of convergence, provides kit of parts to construct other logos and interaction attributes.

STRUCTURAL CONTEXT
Allows for numerous geometric distillations that can be applied in subtle and overt ways. Use of lines matches Polarr photo editor symbol style and can be extended to other areas. Possible extended applications : articulate elements to create textures, can be used to distill a tessellation for displaying team members, allows for theme of encircled objects or negative space, can be used to derive lines and circles for interaction.

INTERACTIVE METAPHORS
Camera shutter, pinhole camera, celestial bodies, and developing vision (two minutes to see stars and forty seconds for Polaroids).

COLOR

Primary hues for use in logo and supporting symbols in web etc.
Secondary hues for use in other matter, blogs, special ads, themes, etc.

PRIMARY BLUE	**PRIMARY YELLOW**	**PRIMARY RED**
RGB	RGB	RGB
60 208 255	255 185 20	247 63 102
HEX	HEX	HEX
3CD0FA	3CD0FA	D34969

SECONDARY HUES - MODS - GRAYS

|		
RGB	RGB	RGB
131 211 232	237 195 39	116 170 248
HEX	HEX	HEX
83D3E8	EDC327	74AAF8
RGB	RGB	RGB
139 214 216	214 178 102	170 191 223
HEX	HEX	HEX
8BD6D8	D6B266	AABFDF
RGB	RGB	RGB
124 184 205	194 192 91	204 124 141
HEX	HEX	HEX
7CB8CD	C2AC5B	CC7C8D
RGB	RGB	RGB
0 0 0	102 102 102	153 153 153
HEX	HEX	HEX
000000	666666	999999
RGB	RGB	RGB
9 48 58	21 98 118	29 143 75
HEX	HEX	HEX
09303A	156276	1d8FAF

LOGO

The logo gives the user freedom to see what they most want to see in Polarr—a galaxy, a star or a camera shutter.

The logo hues are three tuned primary colors of pigment. It is constructed from a slightly stretched hexagon in the vertical. Six curves stem to the hexagon vertices. The yellow tipped form a triangle as well as the red tipped for reference. The red tipped curve is cut thrice, whereas the yellow is cut twice. This rule for cutting curves should be used in all variations. Each curve is constructed from a perfect circle and cut out with a slightly smaller circle. Each in the red and yellow triangles, are in 120° rotations from one another. The square center tips of the are perfect squares, the next segment up is twice the square length, the last cut on its long side should also be this length.

The logo cannot be rotated for static show, the red and yellow square must be opposite each other on the vertical axis. It can be animated as much as a shutter might be, to close all the way (forming a hexagon) or to form a single circle, with any amount of palette red, yellow, or blue (something like v2 editor logo). Colors can be changed with those in the palette to animate (i.e. rollovers, saturation fade-ins, gifs etc).

The wordmark is set in Voyager regular-it should be offset from the logo by the implied line of the curve that would continue down to touch it. It remains whether the wordmark should be all caps, all lower case or with a capitalized P.

SYMBOL

LOGO

polarr

WOODMARK
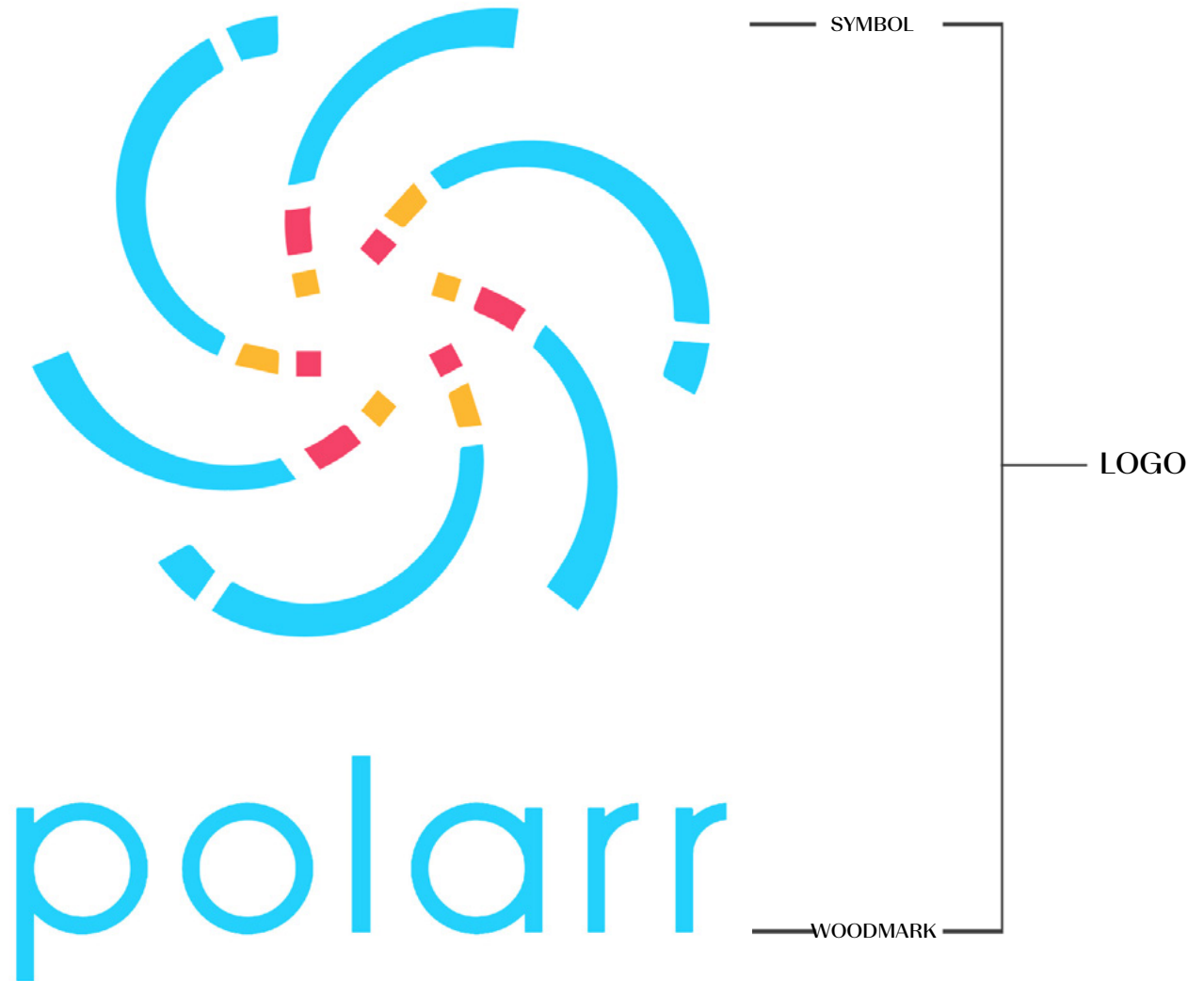
LOGO VARIATIONS

A few possible variations of the logo, many more possible. Note the black logo should only be used when color is not possible, in print or on web when needed to be without color. Drop shadows also permissible, be careful with opacity scrolls.

LOGO (woodmark - symbol)

Polarr

POLARR

polarr

Polarr POLARR polarr

LOGO (woodmark - symbol)

Polarr   POLARR   polarr

Polarr   POLARR   polarr

TYPE (primary)

Primary font used for proposed identity reflects a modern and endeavoring sensibility as a geometric sans serif. It is highly readable as a body font, endeavoring style, but also holds the spotlight when used in headers. It can be used at many different ratios online or on publications.

Primary Font
Voyager

https://www.thedesignersfoundry.com/products/voyager

VOYAGER

thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

reg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

med

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POSSIBLE LABELS

Company   iOS   Android

Support Chrome Mac Help

Products   Filters   Featured

Polarr Photo Editor   Picky

Contact Us   Terms   Policy

Join Us   About Us   Services

TYPE (secondary)

The secondary font used in identity pairs well as a transitional font. Mrs. Eaves has a stylistic romance in its versatility. It can be used to pair next to Voyager for body or special text snippets. It has lovely italics for use in blogs or taglines as well as a trustworthy vibe in copy in regular.

Secondary Font
Mrs. Eaves

Polarr was founded by two recent Stanford students who loved art, photography and technology in August 2014. Today, Polarr acts as a thought leader in the intersection space of photography and technology.

DESCRIPTION SAMPLE

MRS. EAVES

bold italic

1234567890!@#$%^&*()_+=[];',./<>?
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

reg

abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=[];',./<>?
ABCDEFGHIJKLMNOPQRSTUVWXYZ

italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+=[];',./<>?

petite caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
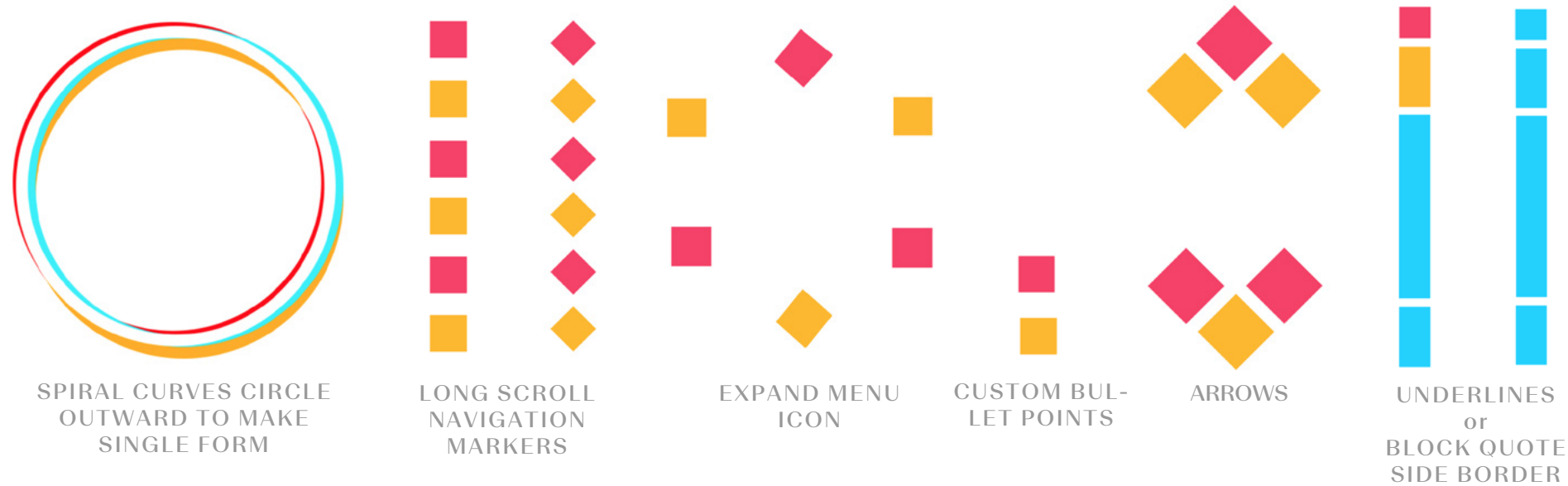1234567890!@#$%^&*()_+=[];',./<>?

DEV

PROPOSED

ELEMENTS DERIVED FROM PROPOSED

Elements that stem from proposed logo are concepts that can extend to the website as nav elements, glyph styles, textures etc. Use as a demonstration of shape thinking that comes out of the spiral to further iterate.

SPIRAL CURVES CIRCLE OUTWARD TO MAKE SINGLE FORM

LONG SCROLL NAVIGATION MARKERS

EXPAND MENU ICON

CUSTOM BUL-LET POINTS

ARROWS

UNDERLINES or BLOCK QUOTE SIDE BORDER

+ —

Comprises general design guidelines for
future development and considerations.

RECOMMENDED

- For Blog Typography : a geometric sans serif is paired with a transitional for company proposal, should keep consistent.

Primary font alternatives for blog : New Paris Skyline, Beausite Slick, Avant Garde, or Fertigo.

Secondary font alternatives for blog : Tiempos, Galaxie Copernicus, Bonnie, Hoefler Didot, Arnheim Display, Proxima Nova, Fakt, Bodoni, Sabon Next, ITC Garamond, SS Social, or Kepler.

- For a more dynamic style update hues with fashion season hues, ensuring you stay in style with what users are used to seeing right then. For instance now (Spring 2016) they are in Pantone : Buttercup, Fiesta, Green Flash, Iced Coffee, Lilac Grey, Limpet Shell, Peach Echo, Rose Quartz, Serenity, Snorkel Blue.

- Reference Bauhaus, Gestalt, Messier index, Dieter Rams Principles, Google Material Design, Pentagram Design, and Bruce Mao Manifesto for further design development.

-Follow similar design process for Blog creation.

-Remember design is about creating kinship between the consumer and brand.

-Design for the user to be happy, not you, or the company.

NOT RECOMMENDED

- Diverging from typographic recommendation without research or opting for overly generic and used web fonts.

- Neon/fluorescent colors used in any capacity.

-The use of gradients, if used, use very subtly with color burn stroke edges.

- Avoid color wheels, venn diagrams, or any other form that is related to competition company design.

- Describe Polarr in relation to other companies (i.e. A hip Adobe).

- Diverging from design methodology. It is all built from the notion of a square being dragged radially, as if picking up a square tipped pencil and lifting it only to put it back down, this is where the blank space comes in.

EXTRA

COMPANY
-Send welcome and follow up emails to users who download the product. Check in with them about new features, and detect if they stopped using to get feedback.

-Have new employee introduction materials with external usernames and passwords, as well as general company protocol.

WEB DESIGN
- Create easter egg for site to introduce playfullness.

- Use PHOTOS on main page that are contrasting in photographic genre (i.e. juxtapose everyday vs fantastic, representations vs non-representation, functional vs experimental, man made vs computer).

- Use section scrolling on main page.

- Have upper nav bar size of logo height++ with a slightly translucent white background that aids scroll effect.

- Make main homepage theme on white focused. We are used to photographs being displayed in exhibition, portfolio, and on chic sites on white backgrounds or themes.

TO BE DEFINED
-How do we refer to ourselves (We, Polarr, Their)
-How do we talk about photography
-How do we describe our products
-Preferred adjectives or descriptive words
-In what voice do we respond to users
-Do we use complete sentences-fragments
-Capitalization Rules (name, tags etc)
-Define translation of visual principles for ad usage on each medium.

MARKETING IDEAS
-Have visiting photographers write #photographyproblem articles, like Murad Osmann.

- Use Eadweard Muybridge photos on homepage with color overlays in thirds (His work is iconic, pioneering, timeless, and related to Stanford).

-Use Polarr for major events, like SantaCon, BetaBreakers , King's Day, St. Patty's, SF Valentines Pillow Fight, Coachella, Burning Man etc. Show how good photography is possible at Messy Events.

-Feature photographers by nomination.

-Hold theme submittal events for blog.

-Attend photography tradeshows.

- Host a pop up exhibition in SF.

-Hold carefully crafted release parties.

TAGLINE BRAINSTORM
Shining a new light on digital photography
Photography's New Light
The New Light of Photography
The New Wavelength
See it through your own eyes.
Extremely experimental, subtly subjective, kind-of conceptual, and fully functional. Polarr for your photography.
It's real.
Polarr-ize
The other side of Photography
Impressing the eye

EXTRA

TAGLINE BRAINSTORM CONT.

Constructed by light
Discern reality
Capture what you cannot see.
Life Today
Your Second Nature
It's another Process
Your Next Take
Share the light
Be in the Moment
Explore the Possibilities
We're Polarized when it comes to digital photog-
raphy, you can be too.
Life never gets old, Neither do Photos
Because photos never get old
See what is not obvious
Not just for the amateur/serious
Making moments feel just right
A New Take on Photography
Your Photos in the Spotlight Not the Software
The next horizon of photo-processing
What do you see?
Your second lens.
Make it how you remember it.
What did you really see?
Imagine the other looks.
The other perspective.
Extending the moment.
Tell your story.

PHOTOGRAPHY VERNACULAR

emit
positive
wavelength
visible
sensitive
in-focus
capture
creativity
experimentation
outlet
exploration
embrace
immediacy
assets
contribute
raw
vitality
variety
horizon
expressive
ensure
perspective
vision
crystalize
trace
real
interpretation
expressive